

DRAFT – SUBJECT TO COMMITTEE APPROVAL

OLD DOMINION UNIVERSITY  
BOARD OF VISITORS  
University Advancement Committee Minutes  
Thursday, April 21, 2022

MINUTES

The University Advancement Committee of the Board of Visitors of Old Dominion University was held on Thursday, April 21, 2022, at 3:00 p.m. in Committee Room of the Broderick Dining Commons on the main campus of Old Dominion University. Pursuant to §4-0.01(g) of Chapter 1289 of the 2020 Acts of Assembly, Board members and members of the public who are unable to attend in person participate via Zoom.

Present from the Committee in person were:

Unwana B. Dabney, Chair  
Jerri F. Dickeski  
Alton (Jay) Harris  
Kay A. Kemper  
Lisa B. Smith

Absent were:

R. Bruce Badley (ex-officio)  
Toyke S. Jones (ex-officio)  
Carlton F. Bennet  
Larry R. Hill  
Pete (Pete) G Decker, III

Also present in person were:

Alonzo Brandon  
Dan Genard  
Joy Jefferson  
Donna Manglicmot  
Ashley Schumker  
Al Wilson, Esq.

CALL TO ORDER AND APPROVAL OF MINUTES

Dr. Dabney called the meeting to order at 3:07 p.m. A motion was made by Ms. Jerri Dickeski and seconded by Mr. Jay Harris to approve the minutes of the December 9, 2021 meeting and was approved by all in attendance. (Aye: Dabney, Dickeski, Harris, Kemper and Smith; Nay: None)

ITEMS FOR REVIEW

Office of University Advancement Dashboards– Mr. Alonzo Brandon, Vice President for University Advancement presented dashboard items measuring productivity in the area of Development

He reported on the Athletic and Educational fundraising progress as well as donor counts. Collectively, the foundations are at 67.42% of dollars raised and 45.37% of new donors met. An announcement will be made at the June Board of Visitors meeting of a new fundraising campaign that will officially start during Homecoming in October. Mr. Brandon noted the Office of Development has purchased a new alumni base, Blackbaud which will go live in September. Mr. Brandon and the committee discussed gifts that topped the total funds raised and how funds are distributed to various programs at the University.

Quarterly events review eeQ d56 54 02 (Tm)4 (nd )TJ 0.002 Tc -0.002 Tw [(th)2d a 2 ( t)TJ -0.0d( ne)4

Ms. Jefferson discussed the office's successful events which included the 2017 Myrtle Beach Bowl Tailgate event. Other events held were the Wellness Series as previously mentioned and a private dining experience by national jazz recording artist Rick Braun. Alumni Relations has held basketball night, JCPenney Suit event and the Faculty and Staff Alumni luncheon which was held in person. Ms. Jefferson also provided information on upcoming signature events hosted by the Alumni Association.

Ms. Jefferson provided an overview on alumni relations communications. She noted the department sent approximately 60 email communications as well as 75 social media posts which included academic and non-academic newsletters. The average open rate for correspondence was 2030%. The Alumni Association has partnered with the University's Admissions office to engage students early before graduating from the university.

#### Research and prospecting methods

Mr. Brandon continued to discuss current research and prospecting methods